



the right talent for the right agency

Creative Director - Job Description

As Creative Director is quite a generic term, it can be useful to include a reference to the discipline in the job title such as:

- Digital
- BTL/Design
- ATL/Press
- Direct Marketing
- Sales Promotion
- Recruitment Advertising
- Other

About us

Here you need to include information about your agency such as:

- The number of years you have been established
- The number of employees

About our clients

List which sectors you specialise in and include a list of your top clients. It may also be useful to list the specific accounts that the candidate will be working on.

Our location

Contact Details

Address

Email

Phone

Main Duties

Here we have summarised the main duties that a Creative Director would be required to undertake. Top and tail this section with requirements that are specific to your role:

- ultimately responsible for the agency's creative output

- lead, manage, mentor and inspire a team of creatives, artworkers, writers and the studio team
- meet with the account management team, clients and agency board to discuss the client's requirements;
- gaining an understanding of the target audience and business that a campaign is aimed at; and the complexities of a brief
- keeping up-to-date with popular culture and trends
- working closely with the copywriter and/or art director to generate creative ideas and concepts to fulfill the client's brief
- lead pitching ideas to clients; be instrumental in delivering creative strategy for new business pitches
- producing sketches or 'storyboards' (television) or 'roughs' or 'scamps' (print) to communicate ideas to the client;
- briefing other members of the creative team; delegating work
- commissioning photographers, artists or film-makers to work on projects;
- visiting and assessing different locations for potential shoots and working on location;
- attending meetings at production houses and with other directors;
- working in editing suites to oversee the finished product;
- responsible for the recruitment and induction of new staff, overseeing the work of freelancers and signing off timesheets.

Team structure

A suggestion of the candidate's team and how that team fits within other departments would be useful here as each agency varies vastly on team structures.

Candidate requirements

Here you need to state how many years experience is required/preferred, whether they need to have done any specific training or gained experience in specific sectors.

State what qualifications are required for the role e.g. a minimum of 3 GSCE's or a masters?

What we offer

State what salary you will be offering and whether there are any benefits included such as:

- Company car
- Car allowance
- Bonus
- Profit share
- Overtime

- Pension
- Healthcare
- Life Assurance
- Free Parking